CLAIMS

What is claimed is:

- A heat transfer material comprising:
 - a substrate layer;
 - a release coating layer;
 - a peelable film layer; and
- a discontinuous polymer layer having an opacifying
- 2. The heat transfer material of Claim 1, wherein the opacifying material is a white pigment.
- 3. The heat transfer material of Claim 1, wherein the discontinuous polymer layer includes a crosslinking agent.
- The heat transfer material of Claim 3, wherein the crosslinking agent is selected from multifunctional isocyanates, epoxy resins, aziridines, oxazolines, and melamine-formaldehyde resins.
- 5. The heat transfer material of Claim 1, further comprising a discontinuous printable layer adjacent the discontinuous polymer layer.
- 6. The heat transfer material of Claim 5, wherein the discontinuous printable layer includes a crosslinking agent.
- The heat transfer material of Claim 6, wherein the crosslinking agent is selected from multifunctional isocyanates, epoxy resins, aziridines, oxazolines, and melamine-formaldehyde resins.

- 8. The heat transfer material of Claim 5, wherein the discontinuous polymer layer includes a white pigment.
- 9. The heat transfer material of Claim 6, wherein the discontinuous printable layer and the discontinuous polymer layer each include a crosslinking agent.
- 10. The heat transfer material of Claim 9, wherein the crosslinking agent is a polyfunctional aziridine crosslinking agent.
- 11. The heat transfer material of Claim 1, wherein the peelable film layer is selected from polyolefins; polyethylene; ethylene-containing copolymers, or mixtures thereof.
- 12. The heat transfer material of Claim 1, wherein the peelable film layer includes an additive selected from a release agent, an ethoxylated alcohol surfactant; a nonionic surfactant; a wax, or mixtures thereof.
- 13. The heat transfer material of Claim 1, wherein the release coating layer is selected from silicone-containing polymers; acrylic polymers; poly(vinyl acetate); polysiloxanes; fluorocarbon polymers; or mixtures thereof.
- 14. The heat transfer material of Claim 1, wherein the release coating layer includes an additive selected from a cross-linking agent; a release-modifying additive; a curing agent; a surfactant; a viscosity-modifying agent; or mixtures thereof.
- 15. The heat transfer material of Claim 1, wherein the substrate layer is selected from cellulosic nonwoven webs and polymeric films.

- A heat transfer material comprising:
 - a substrate layer;
 - a release coating layer;
 - a peelable film layer;
- a discontinuous polymer layer having an opacifying material; and
 - a discontinuous printable layer.
- 17. The heat transfer material of Claim 16, wherein the release coating layer is selected from silicone-containing polymers; acrylic polymers; poly(vinyl acetate); polysiloxanes; fluorocarbon polymers; or mixtures thereof.
- 18. The heat transfer material of Claim 16, wherein the release coating layer includes an additive selected from a cross-linking agent; a release-modifying additive; a curing agent; a surfactant; a viscosity-modifying agent; or mixtures thereof.
- 19. The heat transfer material of Claim 16, wherein the substrate layer is selected from cellulosic nonwoven webs and polymeric films.
- The heat transfer material of Claim 16, wherein the opaque discontinuous printable layer includes a crosslinking agent.
- 21. The heat transfer material of Claim 20, wherein the crosslinking agent is a polyfunctional aziridine crosslinking agent.
- 22. A heat transfer material comprising:
 - a substrate layer;
 - a release coating layer;
 - a peelable film layer; and
 - a discontinuous printable layer.

- 23. The heat transfer material of Claim 22, wherein the peelable film layer is selected from polyolefins; polyethylene; ethylene-containing copolymers, or mixtures thereof.
- 24. The heat transfer material of Claim 22, wherein the peelable film layer includes an additive selected from a release agent, an ethoxylated alcohol surfactant; a nonionic surfactant; a wax, or mixtures thereof.
- 25. The heat transfer material of Claim 22, wherein the release coating layer is selected from silicone-containing polymers; acrylic polymers; poly(vinyl acetate); polysiloxanes; fluorocarbon polymers; or mixtures thereof.
- 26. The heat transfer material of Claim 22, wherein the release coating layer includes an additive selected from a cross-linking agent; a release-modifying additive; a curing agent; a surfactant; a viscosity-modifying agent; or mixtures thereof.
- 27. The heat transfer material of Claim 22, wherein the substrate layer is selected from cellulosic nonwoven webs and polymeric films.
- 28. The heat transfer material of Claim 22, wherein the discontinuous printable layer includes a crosslinking agent.
- 29. The heat transfer material of Claim 28, wherein the crosslinking agent is a polyfunctional aziridine crosslinking agent.
- 30. A method of forming an image-bearing coating on a surface, wherein the method comprises:
- removing a non-transferable portion of a heat transfer material, wherein the heat transfer material comprises a substrate layer, a release coating layer, a peelable film layer, and a discontinuous polymer layer and the non-transferable portion of

the heat transfer material comprises the substrate layer and the release coating layer;

placing the peelable film layer on the surface with the discontinuous polymer layer exposed; and

applying heat and pressure to the exposed discontinuous polymer layer.

31. A method of making a printable heat transfer material comprising:

applying a release coating layer onto a substrate layer; applying a peelable film coating onto the release coating layer; and

applying a discontinuous layer of polymer to the peelable film.

32. The method of Claim 31, wherein the discontinuous layer of polymer is selected from an opaque polymer layer, a printable layer, a crosslinked opaque layer, a crosslinked printable layer, or a combination of these layers.